Internet Trends

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Outline

• Perspective
• Communications Changing / Being Changed
• Broadband Meets Mobile Meets WiFi – Around the World
• Broadband / Mobile / WiFi Drilldown
• Closing Thoughts
• Disclosures
Perspective
## Global Internet Data Points…

<table>
<thead>
<tr>
<th>Service</th>
<th>Statistic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>7.6B global searches (+74% Y/Y, 5/05); 384MM global unique visitors (+36%, 5/05) per comScore</td>
</tr>
<tr>
<td>Broadband</td>
<td>179MM global subscribers (+45% Y/Y, CQ2); 57MM in Asia; 45MM in N. America</td>
</tr>
<tr>
<td>Yahoo!</td>
<td>917MM streaming video (music…) sessions (+119% Y/Y, CQ4)</td>
</tr>
<tr>
<td>Digital Music</td>
<td>695MM cumulative iTunes as of 9/05; 6MM iPods sold in CQ2:05 (+295% Y/Y)</td>
</tr>
<tr>
<td>Personalization</td>
<td>40MM+ estimated My Yahoo! users</td>
</tr>
<tr>
<td>Blogging</td>
<td>27% of US Internet users read blogs, 11/04</td>
</tr>
<tr>
<td>Tencent</td>
<td>16MM peak simultaneous Instant Message users, China, CQ2</td>
</tr>
<tr>
<td>Ringtones</td>
<td>$3B annualized ringtone sales (Informa 5/05) - vs. $495MM cumulative iTunes sales (7/05)</td>
</tr>
<tr>
<td>Category</td>
<td>Fact</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>VoIP</td>
<td>54MM registered Skype users (9/05) - fastest product ramp ever?</td>
</tr>
<tr>
<td>Denmark</td>
<td>VoIP minutes &gt; landline voice minutes</td>
</tr>
<tr>
<td>Mobile Messaging</td>
<td>1.1T SMSs sent with $50B in revenue in 2004 (Informa 5/05); more emails sent in Japan via mobile than PC (DoCoMo 2005)</td>
</tr>
<tr>
<td>PayPal</td>
<td>79MM accounts (+56% Y/Y, CQ2); 23MM users (+48% Y/Y)</td>
</tr>
<tr>
<td>Mobile Payments</td>
<td>4MM+ NTT DoCoMo wallet phone users (CQ1) in Japan</td>
</tr>
<tr>
<td>Global</td>
<td>N. America = 23% of Internet users in 2005; was 66% in 1995</td>
</tr>
<tr>
<td>S. Korea</td>
<td>Broadband penetration of 70%+ - No. 1 in world</td>
</tr>
<tr>
<td>China</td>
<td>More Internet users &lt; age of 30 than anywhere</td>
</tr>
</tbody>
</table>
What We Have Lived Through

Patterns

Company Creation
- Boom
- Bust
- Boom-let

Wealth Creation
- Boom-let
- Bust
- Boom
Top 5 Global Internet Market Cap Leaders

Google + Yahoo! + eBay + Yahoo! Japan + Amazon.com

- $2B = market value - pre-2000 IPO
- $178B = market value - Nasdaq peak – 3/10/00
- $32B = market value - Nasdaq trough – 10/9/02
- $261B = market value - 10/3/05

For Google we include $100MM in post-money valuation
# Pace of Change Accelerating

<table>
<thead>
<tr>
<th>Event</th>
<th>Date (2005)</th>
<th>Approximate Value</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baidu IPO</td>
<td>8 / 5</td>
<td>$4B (^1)</td>
<td>Flexibility</td>
</tr>
<tr>
<td>Yahoo! / Alibaba</td>
<td>8 / 10</td>
<td>$4B</td>
<td>China</td>
</tr>
<tr>
<td>Microsoft / Teleo</td>
<td>8 / 30</td>
<td>--</td>
<td>VoIP</td>
</tr>
<tr>
<td>eBay / Skype</td>
<td>9 / 12</td>
<td>$4B (^2)</td>
<td>VoIP</td>
</tr>
<tr>
<td>Google Financing</td>
<td>9 / 14</td>
<td>$4B</td>
<td>Flexibility</td>
</tr>
<tr>
<td>Microsoft Reorganization</td>
<td>9 / 21</td>
<td>--</td>
<td>Agility</td>
</tr>
<tr>
<td>Microsoft / Yahoo!</td>
<td>10 / 12</td>
<td>--</td>
<td>IM Interoperability</td>
</tr>
</tbody>
</table>

Source: Morgan Stanley Research. \(^1\) Market capitalization using first trading closing price. \(^2\) Includes $1.5B performance based earn-out payment.
<table>
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<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Google</td>
<td></td>
<td>$177</td>
<td>$319</td>
<td>$700</td>
</tr>
<tr>
<td>Y/Y</td>
<td></td>
<td>375%</td>
<td>80%</td>
<td>104%</td>
</tr>
<tr>
<td>Yahoo!</td>
<td></td>
<td>$117</td>
<td>$246</td>
<td>$405</td>
</tr>
<tr>
<td>Y/Y</td>
<td></td>
<td>128%</td>
<td>109%</td>
<td>65%</td>
</tr>
<tr>
<td>eBay (1)</td>
<td></td>
<td>$365</td>
<td>$293</td>
<td>$396</td>
</tr>
<tr>
<td>Y/Y</td>
<td></td>
<td>163%</td>
<td>(20%)</td>
<td>35%</td>
</tr>
<tr>
<td>Amazon.com</td>
<td></td>
<td>$46</td>
<td>$89</td>
<td>$172</td>
</tr>
<tr>
<td>Y/Y</td>
<td></td>
<td>17%</td>
<td>94%</td>
<td>93%</td>
</tr>
</tbody>
</table>

Source: Company filings, Morgan Stanley Research. Figures exclude capital expenditures from acquired companies.
(1) C2003 includes $125.1MM purchase of additional office space.
E = Morgan Stanley Research estimates.
…Significant Infrastructure Builds

To organize all the world’s information and make it universally accessible and useful.
Communications Changing / Being Changed
Communications (Data and Voice) Changing

Pace of innovation across communication devices, services and networks continues to rise

1975

Landline Phone

2005

Mobile

VoIP

IM

Email

Blogs

Please see analyst certification and other important disclosures starting on page 42.
Hierarchy of Needs?

1943 - Maslow

- Physiological
- Safety
- Belonging
- Esteem
- Self-actualization

2005 - ?

- Food / Water
- Shelter
- Internet / Mobile Phone

Created for discussion purposes and perhaps a bit of humor. Not intended to discredit Maslow's hierarchy of needs which we believe to be accurate.
Just Another Computing Cycle?

4 major computing cycles over past 50 years

Mainframe → Minicomputer → PC → PC Internet (Narrowband)

In / entering 2 most profound cycles ever

PC Internet (Broadband) → Mobile Internet

Why now?

1) Broadband becoming pervasive
2) Internet-enabled mobile devices becoming pervasive - in effect, becoming small / functional computers
3) Global technology innovation may be at all time high
Broadband Becoming Pervasive

Broadband Ramp in 25-30% Penetration Sweet Spot...

US Residential Broadband Households

% of Total US Households

Morgan Stanley Research.
Mobile Broadband in Early Stages

Global 2.5G / 3G Penetration

Source: Morgan Stanley Telecom, Internet Research.

Please see analyst certification and other important disclosures starting on page 42.
Global Tech Usage / Innovation at All Time High

Internet Users – 1B
C2005E (1)

- N. America: 23%
- South America: 5%
- Europe: 24%
- Asia Pacific: 36%
- ROW: 12%

Mobile Subscribers – 2B
C2005E (2)

- N. America: 11%
- South America: 11%
- Europe: 19%
- Asia Pacific: 41%
- ROW: 18%

(1) Source: Morgan Stanley Research.
(2) Source: Morgan Stanley Communications Equipment Research: Scott Coleman, John Marchetti.
## Convergence of Internet / Mobile – US Lags

<table>
<thead>
<tr>
<th>Country</th>
<th>Mobile Phones (MM)</th>
<th>Internet Users (MM)</th>
<th>Mobile Phone to Internet User Ratio</th>
<th>Installed PCs (MM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>363</td>
<td>100</td>
<td>3.6 : 1</td>
<td>53</td>
</tr>
<tr>
<td>US</td>
<td>177</td>
<td>211</td>
<td>0.8 : 1</td>
<td>207</td>
</tr>
<tr>
<td>Japan</td>
<td>88</td>
<td>78</td>
<td>1.1 : 1</td>
<td>55</td>
</tr>
<tr>
<td>Germany</td>
<td>69</td>
<td>51</td>
<td>1.4 : 1</td>
<td>39</td>
</tr>
<tr>
<td>UK</td>
<td>54</td>
<td>37</td>
<td>1.5 : 1</td>
<td>26</td>
</tr>
<tr>
<td>Italy</td>
<td>54</td>
<td>32</td>
<td>1.7 : 1</td>
<td>16</td>
</tr>
<tr>
<td>S. Korea</td>
<td>37</td>
<td>32</td>
<td>1.2 : 1</td>
<td>27</td>
</tr>
</tbody>
</table>

Euromonitor, CNNIC, World Bank, Morgan Stanley Research – June 2005 estimates
Skype (VoIP) – Fastest Growing Application Ever?

Skype Registered Users

54MM as of 9/12/05

(1) Source: Company Data, Morgan Stanley Research.

Please see analyst certification and other important disclosures starting on page 42.
Skype – 87% of Usage Outside N. America

Skype Revenue Distribution – Q2TD

- Europe, 48%
- Asia, 27%
- US, 13%
- Other, 12%
eBay + Skype

- Best example (along with VeriSign / Jamba) of leading US-based technology company purchasing a leading non-US technology that had leadership in foreign markets with intent, in part, to bring technology into US market

- More - potentially a lot more - to come…
Broadband Internet vs. Mobile Internet Revenue

**Broadband Internet**
CQ2 Annualized - $16B

(Figures in US$ Billions)

- Google, $5.5
- eBay, $4.3
- Yahoo!, $5.0
- Yahoo!, Japan, $1.5

**Mobile Internet Data**
CQ2 Annualized - $28B
(Majority SMS/MMS related)

(Figures in US$ Billions)

- Vodafone, $9.1
- NTT DoCoMo, $9.4
- China Mobile, $5.6
- KDDI, $3.8

Source: Top four revenue generators for broadband Internet and mobile data. Left Chart - Morgan Stanley Research Estimates, Right Chart - Company Filings.
Broadband Internet vs. Mobile Internet Revenue Composition

Top 10 Internet Companies - Revenue Composition
CQ2 Annualized - $28B

- Commerce: 61%
- Advertising: 36%
- Payments: 3%

Revenue Composition - Mobile Internet
C2005E - $19B

- Search / 411: 16%
- Other Info & Infotainment: 24%
- Games: 10%
- Gambling: 1%
- Personalization (1): 35%
- Music & Video: 4%
- Enterprise Services: 10%

Source: Left Chart - Morgan Stanley Research estimates: includes revenue from Google, eBay, Yahoo!, Yahoo! Japan, Amazon.com, T-Online, InterActive, Time Warner (AOL only), Microsoft (MSN only), and Rakuten. Right Chart – Morgan Stanley Research estimates, Global Data. Informa (5/05), Ovum (5/05). (1) Personalization includes ringtones, wallpapers, and screensavers.
Broadband Internet vs. Mobile Internet Valuations

Pure Play Broadband Internet - $242B

- eBay, $60
- Google, $96
- Yahoo!, $52
- Yahoo! Japan, $35

Pure Play Mobile Internet - $2B

- Tom Online, $1.0
- JAMDAT, $0.5
- Gameloft, $0.5
- MonsterMob, $0.4

Source: Morgan Stanley Research, based on pricing data as of 10/3/05.
WiFi Usage Ramping

US WiFi Access Points/Bridges, NICs & Client Devices

Worldwide Available Hotspots by Region, 2003E-2008E

WiFi (or Equivalent) – Glue for Ubiquitous Connectivity?

- Boingo & T-Mobile Hot Spots - 18K+ each
- Search ‘Omaha, Nebraska’ - 10 Boingo Hot Spots

**Worldwide Available Hotspot Share by Region, 2004**

- **Western Europe** 35%
- **North America** 26%
- **Asia / Pacific** 32%
- **ROW** 7%

**Location Distribution of Boingo Hot Spots**

- **Hotel** 21%
- **Bar** 18%
- **Other** 30%
- **Airport** 1%
- **Retail** 14%
- **Café / Restaurant** 16%

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(1) Source: IDC(12/04). (2) Source: Boingo Wireless (9/05).
Closing Thoughts
Watch What Global Younger Generation Does

Mobile Content, Services
- Jamster!
- tom.com
- KongZhong
- [UMPAY]

Web OS Programs
- (beta) writely
- Basecamp
- kiko

Social Networking
- myspace.com
- facebook
- orkut

Social Tagging
- flickr
- del.icio.us

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Please see analyst certification and other important disclosures starting on page 42.
User-Generated Content Increasingly Relevant…

Yahoo! Movie Reviews

Batman Begins (2005)

What's New

- Christopher Nolan's film rights the wrongs of the Batman legend and the Dark Knight's emergence as a force for good in Gotham. In the wake of his parents' murder, disillusioned industrial heir Bruce Wayne (Christian Bale) travels the world seeking the help of老爷 usuário and just the agent who was an

The Critics:

- B+

- 15 reviews

Yahoo Users:

- A-

- 15281 ratings

My Grade:

- Rate this Movie!

- Select grade to the right

- write a review

eBay Feedback Ratings

Seller Information

- selling2u-half (256)

- Feedback Score: 256

- Positive Feedback: 96.0%

- Member since Nov-15-01 in United States

Google Video Search

Blogs

Morgan Stanley

Please see analyst certification and other important disclosures starting on page 42.
...User-Generated Content Increasingly Relevant
Content / User Experience Continues to Improve…
…Content / User Experience Continues to Improve

Consumer Satisfaction with Merchants in CQ4 Holidays

- Very Satisfied:
  - 2002: 50%
  - 2003: 58%
  - 2004: 73%

- Somewhat Satisfied:
  - 2002: 29%
  - 2003: 28%
  - 2004: 22%

- Neither:
  - 2002: 18%
  - 2003: 12%
  - 2004: 3%

- Somewhat Dissatisfied:
  - 2002: 2%
  - 2003: 1%
  - 2004: 2%

- Very Dissatisfied:
  - 2002: 1%
  - 2003: 0%
  - 2004: 0%

Wave 2 Dates:
- 2002: 12/2 – 12/3
- 2003: 12/1 – 12/2
- 2004: 12/6 – 12/7

Shop.org/BizRate Research Online Holiday Mood Study
BizRate Research, a Division of Shopzilla
Conducted By Shop.org and BizRate Research

Please see analyst certification and other important disclosures starting on page 42.
Communications = 44% (& Rising) of US Online Usage

Source: comScore Media Metrix, based on average minutes per visitor by category (8/05). Browsing / Other includes general web-surfing activity not listed in other categories, including anything from news sites (cnn.com) to retail (Amazon.com) to job sites.
## Next Generation Global Communication Hubs?

<table>
<thead>
<tr>
<th>Internet Sites</th>
<th>Search Engines</th>
<th>Email Providers</th>
<th>IM Services</th>
<th>VoIP Services</th>
<th>Payments</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSN</td>
<td>Google Search (1)</td>
<td>Yahoo! Mail (1)</td>
<td>MSN Messenger Active Accounts (2)</td>
<td>Skype / eBay Registered Users (2)</td>
<td>PayPal / eBay Accounts (2)</td>
</tr>
<tr>
<td></td>
<td>(218MM)</td>
<td>(219MM)</td>
<td>(180MM)</td>
<td>(54MM)</td>
<td>(79MM)</td>
</tr>
<tr>
<td></td>
<td>Yahoo! Search (1)</td>
<td>MSN Hotmail Active Accounts (2)</td>
<td>Yahoo! Messenger (1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(207MM)</td>
<td>(205MM)</td>
<td>(95MM)</td>
<td></td>
<td></td>
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<tr>
<td>Google (1)</td>
<td></td>
<td></td>
<td>AOL Instant Messenger (AIM) (1, 3)</td>
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<td></td>
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<td></td>
<td>(64MM)</td>
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<td></td>
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<td>ICQ (1)</td>
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<td></td>
<td></td>
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<td>(31MM)</td>
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<td>Yahoo!</td>
<td>eBay (1)</td>
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<td></td>
<td>(384MM)</td>
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<tr>
<td>eBay (1)</td>
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<td></td>
<td>(187MM)</td>
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<tr>
<td>Amazon.com</td>
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<tr>
<td>Active Visitors (2)</td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td>(379MM)</td>
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<td>eBay (1)</td>
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<td>(187MM)</td>
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<tr>
<td>MySpace.com (1)</td>
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<tr>
<td></td>
<td>(21MM)</td>
<td></td>
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</tbody>
</table>

- **Convergence is happening (~10% of Yahoo! IM sessions end in phone call). Opportunities exist for non-mobile players to leverage existing subscribers.**
- **Who has the most valuable customer base as transition occurs? Who will have it when it is over?**

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(1) Source: Unique Visitors, comScore Media Metrix (5/05).
(2) Source: Company Reports, as of CQ2:05. MSN data as of 10/12/05. Yahoo! data computed by taking total Yahoo-MSN figure (275MM) and subtracting MSN portion. Skype data as of 9/12/05.
(3) Source: Company Web site, as of 4/04.
(4) Note: For IM, Radicati Group cites Global IM Share as follows: AIM (56%), MSN (25%), Yahoo! Messenger (19%), versus the methodology above, which yields: MSN (53%), Yahoo! Messenger (28%), AIM (19%), excluding Skype and ICQ.
Mobile-PC Becoming New Client-Server Model?

User programs content on PC
Abbreviated version of content syncs wirelessly with mobile device
SFO - Will There Be a Difference Between Advertising / Marketing / Selling?
SFO – Future Role of Google / Yahoo!? 

**US Online Ad Revenue Mix**

- Google, US Gross Ad Revenue (2)
- Yahoo!, US Gross Ad Revenue (2)
- Others (3)

**CQ2:04E**
- Google: 20%
- Yahoo!: 23%
- Others: 57%

**CQ2:05E**
- Google: 27%
- Yahoo!: 27%
- Others: 45%

**Total US, +26% Y/Y**
- Google, +75%
- Yahoo!, +54%
- Others (4), flat

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(1) Source: Ad revenue totals from IAB/PriceWaterhouseCoopers Interactive Advertising reports.
(2) Calculated as reported revenue multiplied by the reported percentage of US Ad Revenue.
(3) Calculated as the difference between total IAB US revenue and the sum of Google, Yahoo! gross revenue.
(4) Assuming that TAC of Google and Yahoo! was included in others total, this segment would have been up 16% Y/Y.
Power of Google / Yahoo! Ecosystems

- While Google generated $1.4B in gross online advertising revenue in CQ2 it **PAID OUT** $494MM to thousands of partners like AOL, Ask Jeeves and iVillage.

- While Yahoo! generated $1.1B in gross online advertising revenue in CQ2 it **PAID OUT** an estimated $378MM to thousands of partners like MSN, ESPN and *The Wall Street Journal*.
$674 in US Ad Spend for Newspaper Home vs. $145 for Internet?

<table>
<thead>
<tr>
<th>Medium</th>
<th>2004E US Advertising Spending ($B)</th>
<th>US Households (MM)</th>
<th>US Ad Spending / Household ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotions</td>
<td>$101</td>
<td>99</td>
<td>$1,022</td>
</tr>
<tr>
<td>Direct Telephone</td>
<td>91</td>
<td>105</td>
<td>865</td>
</tr>
<tr>
<td>Newspapers</td>
<td>48</td>
<td>72</td>
<td>674</td>
</tr>
<tr>
<td>Classifieds</td>
<td>17</td>
<td>55</td>
<td>302</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>51</td>
<td>99</td>
<td>514</td>
</tr>
<tr>
<td>Broadcast TV</td>
<td>45</td>
<td>108</td>
<td>416</td>
</tr>
<tr>
<td>Radio</td>
<td>20</td>
<td>60</td>
<td>334</td>
</tr>
<tr>
<td>Cable TV</td>
<td>18</td>
<td>74</td>
<td>240</td>
</tr>
<tr>
<td>Magazine</td>
<td>21</td>
<td>99</td>
<td>216</td>
</tr>
<tr>
<td>Yellow Pages</td>
<td>15</td>
<td>99</td>
<td>151</td>
</tr>
<tr>
<td><strong>Internet / Online</strong></td>
<td><strong>10</strong></td>
<td><strong>66</strong></td>
<td><strong>145</strong></td>
</tr>
<tr>
<td>Total</td>
<td>$420</td>
<td>881</td>
<td><strong>$4,575</strong></td>
</tr>
<tr>
<td>Average</td>
<td>42</td>
<td>88</td>
<td>458</td>
</tr>
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Email is ‘Free’ - What About Voice?

Image Source: www.pw-x.com/unified.htm.
$1 Content – Make it Up On Volume?

- Very low-priced downloadable digital content (including the likes of ring tones and iTunes), assisted by easy-to-use payment systems (from the likes of mobile operators and PayPal), is generating billions in revenue.

- Maybe, just maybe, if one has truly great low-priced content – and makes it very easy to search / find / obtain (SFO) - one can make it up on volume…
Innovation / Network Effects Will Drive Usage Growth

- Broadband
- Mobile
- User experience
- Search
- Personalization with more effective targeting
- User-generated content (RSS, blogs, reviews, video, images, audio…)
- Music
- Payments
- Short- and long-form video
- Interactive entertainment
- VoIP
- Local
- Pay per call
- Digital Rights Management (DRM)
- Ubiquitous connectivity
Changes Just Beginning

- We believe first ten years (1995-2005) of commercial Internet were a warm up act for what is about to happen
- Opportunities / dislocations will be significant
- John / Tim – thanks for helping keep us informed! ;)

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(as of Sept 30, 2005)
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Overweight (O). The stock's total return is expected to exceed the total return of the relevant country MSCI index, on a risk-adjusted basis, over the next 12-18 months.
Equal-weight (E). The stock’s total return is expected to be in line with the total return of the relevant country MSCI index, on a risk-adjusted basis, over the next 12-18 months.
Underweight (U). The stock’s total return is expected to be below the total return of the relevant country MSCI index, on a risk-adjusted basis, over the next 12-18 months.

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Attractive (A): The analyst expects the performance of his or her industry coverage universe over the next 12-18 months to be attractive vs. the relevant broad market benchmark, as indicated below.
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